

Online advertising continues to 'strong' strongly

According to the latest figures from the Interactive Advertising Bureau (IAB) and PwC of the US, in the third quarter of 2013, revenue from online advertising activities here set a record when reaching 10.69 billion USD, up. 15% compared to the same period in 2012 and up 4.2% compared to the second quarter.

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In quarter 2/2013, online advertising revenue in the US reached 10.26 billion USD, while the results of the same period in 2012 was 9.26 billion USD. Since then, it has shown that organizations and companies are increasingly spending more money on online advertising

Randall Rothenberg - CEO of IAB - said: ' Numbers show the confidence of firms in online advertising, a true reflection of the digital age we live in. . Here, advertisers need to reach target customers effectively in all areas from information to entertainment '.

Sherrill Mane , vice president of industrial services at IAB, said: ' Growth has continuously been the trend of digital advertising in recent years. The data also demonstrate the fact that the internet plays an important role in marketing strategies . '

Meanwhile, according to PwC partner *David Silverman*, online marketing is gaining remarkable results. Digital trends are undeniable, online advertising has proven to be a powerful channel for companies to reach customers as consumers spend more and more time online.

Ads that are inherently difficult to identify have hit many target customers, because people sitting in front of TV or paper spread across many different customer groups, the difference is also quite high. If the conclusion of increased sales is the 'result' of 'multiplication' a strong advertising campaign is also somewhat hasty. But with online advertising, businesses can easily know how many people 'see' their ads, classify their customers, the time they will reach, what content they will often read, interests, concerns. It can be said, thanks to the internet, advertising has been less wasteful and easier to measure.

One of the pioneers of modern advertising *John Wanamaker* once said: ' *I know half of what I spend on advertising is wasteful. But I don't know which half it is.* ' However, that is just a word before the Internet and a series of companies from the Silicon Valley rise and flourish later. Today's young generation can easily be bored with annoying ads and know how to destroy the air on television, but they will accept, even enjoy and constantly share passages. Exciting ads meet on the way of excursions in the Internet world.

In Vietnam, the habit of using Internet has increased 100 times in the last decade - one of the highest growth countries in the world. According to a recent study published by market research firm Cimigo, the internet is gradually becoming an indispensable tool for young people. However, although the model of online advertising market in Vietnam is judged to be too small compared to the overall growth of the Internet. According to *Lukas Mira* - Cimigo 's online director, for the market to develop, information needs to be more transparent. Coincidentally, this is also one of the weakest stages of the Vietnamese economy.

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